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WEEKLY REVIEW

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G.-B. CALENDARS VS. OTHER LINES

Mr. T. R. Gerlach Tells of His First Week's Work --Prospects for the Future

We knew Mr. Gerlach was going to be awfully busy his first week and his second week also, in fact, he is trying to crowd into a few short weeks the business that would ordinarily be done in the same number of months, therefore, we were not sure that he would have the time to tell us all about it, but he took Sunday for letter-writing, and he has given in detail the main features of his week's work. You cannot but find the story interesting in itself, and in addition it should serve as an inspiration to every G.-B. salesman. It shows what can be done when the salesman is full of enthusiasm and knows his business, but we will let Mr. Gerlach tell his story and draw his own conclusions. Here is his talk:

"On my arrival at my first town, on Sunday, December 27th, I found the representative of W. & T. on the ground. On Monday at 6:30 A. M., the Osborne man arrived, and the following morning added the Murphy man, and that same day the salesman of The Frederickson Co. Thus you will see that my business was not done without competition.

"My first order was taken from an old customer whom I have sold for a number of years, without competition, but not without a hard fight. At 10:45 I arrived at The First National Bank. Last year this bank had placed its order with The Osborne Co. However, I insisted on showing the new line and succeeded in selling them 500 additional calendars. When I left them I told them that they should compare our goods carefully with those of the other company, and next year give the house that furnished the best goods the entire order. About three weeks ago I received at Joliet a letter from the Cashier telling me to call on them first when in their city, and they would give me all of their business. The W. & T. man was in the bank with me displaying his goods down stairs, while I was in the Directors room on the second floor, where I received their order for 2300 calendars. W. & T.'s man earlier in the forenoon called at the State Bank, whose order he had last year, but could not land, the Cashier calling at the First National and ordering 1,000 calendars for 1910, and telling W. & T.'s man that he would be glad to promise him the business for 1911 if

he could get the G.-B. line. This bank I had never sold before.

"My next call was an old customer, a butcher, and I easily sold him 700 calendars. My next customer was at home sick. Last year I sold him about 400 calendars. This year I called at his home and sold him 2400.

"My first call the second day was at a bank which I had sold only once in the past ten years. The Cashier assured me that he would not buy, but agreed to look. His order last year was placed with The Osborne Company. After spending about two hours with him, I got his order for 2000 without his even suggesting that it was too early.

"My next call. a customer who had last year bought The Murphy Co.'s large plain business calendar, and also bought 100 of ours. He had both on hand, and gave me his entire order on the strength of quality.

"My next three accounts were small ones. The first was an old customer whose order amounted to about $61.00. The next was a customer who last year bought a jobber's line, but gave me an order for 500 cardboards, and the day was closed by selling a new customer, a liveryman, whose sleigh I was using, 100 of "An Afternoon in the Park."

"My third and fourth days were spent in two other towns near by, which had been thoroughly covered by the competing houses previously mentioned. My first account, a bank, which last year sent me their business by mail, gave me an order for 1500 specials. An Insurance man bought $50.00 worth of our 22x28 business calendars. The same day I called on my fifth bank for the week, an Osborne customer for the past three years, and he had seen the four lines on the ground. Several of my competitors informed me that he was only looking and would not buy until late. However, he placed his order with us for over $250.00 without even suggesting such a thing, and with the exception of an order for 100 calendars I had never sold him previously.

"My next customer of the day has the reputation of being the coldest proposition in this cold country. He immediately informed me that he had seen four lines since Monday, and that he would look, but would not buy until some time in the summer. He soon found a subject he liked, but insisted on not placing his order at this time, but I stayed with him, and finally got his signature to an order for 2500 small mounts. This was another Osborne account.

"The next account was one for 300 calendars which Murphy got away from me last year. He had seen their line that day, but was easy for me.

"My first call on Thursday morning was the last of six banks who buy calendars in these three towns, and this was also an Osborne customer and one which I have not sold for three years. I was again informed that they were simply looking at the lines, but would not buy until later in the year. In spite of this fact they bought 1,000 of our De Luxe without a suggestion of deferring the placing of their order. My next account was one The Murphy Co. got last year by the falsifying of their representative as to the ability of the G.-B. Co. to deliver the goods. When I called last year he gave me a second order, and last week would not even look at the old line.

"My last account for my fourth day was a customer who last year gave me an order for about $100.00, after telling all of my competitors that he was going to cut out calendars. This year I called on him Wednesday. He told me the same thing, and was busy at the time, so I suggested calling the next day, and promised to show him only two subjects, which I did, one of which I sold him without a thought on his part of not buying.

"An addition to a previous bank order closed this day, and on New Year's day I traveled to my next town, rested up, and was after my first account 8:15 Saturday morning. Here I failed to land, but had a positive promise that if he buys it will be G.-B. calendars.

"My next call, a hardware dealer, whom I

have sold for nine or ten years his order for 700 calendars, I got as usual, and found that he used 200 mailing cards a month from B. & B., which order I easily got with our Fery Series.

"The next order was from a butcher for 300 calendars, and a new account, as I have not sold him for three years. My seventh bank of the week was to be my last effort, but when I called at 2:00 P. M., found they closed at noon Saturday. Called up the Cashier, who agreed to come down. He informed me that he had seen the Osborne, Murphy and Frederickson lines. After spending a couple hours with him and members of his staff, they had a fifteen minute private consultation with the line, and as a result were about evenly divided on two subjects, whereas they buy only one. About fifteen minutes more straightened out the tangle, and I closed the order for 1500 "Dutch Fishing Boats" put up in 15x20 De Luxe style, and also sold them the original painting to hang in their banking room. This is the tenth consecutive year that this order has been placed with me, although last year I failed to close it on my regular trip, getting it later on by mail.

"A small order from a druggist, who bought of The Murphy Co. last year closed the day and week.

And Now for the Lesson

"Last year in the same towns my personal business amounted to about $825.00, while I later in the year closed approximately $665.00 worth by mail, a total of about $1,500.00 from this field, while this year the business amounts to over $3,200.00, and a very large percentage of it was gotten in competition with three of the four leading Calendar Companies of this country, with a fourth new Company added.

"In these towns there are just seven banks that use calendars, and for 1910 they will all come from Joliet, and practically every dollar's worth of this business came without a struggle. This convinces me, and should convince every man on the force of the superiority of our 1910 line over all others.

"Another important feature of the five days' business is this: About half of it was done on our new Art mounts which bears out my statement during Convention week that a successful calendar salesman could make a good living if he had our line of De Luxe only. And since it has proven so popular, we hope to add a few sizes with the privilege of putting other subjects in the same style which will make it possible for you to sell practically any good subject in our line in this style.

"A letter from Mr. Barklow tells of the splendid reports which we are getting from all parts of the country, and while among them are some from men that do not show up as we should like to have them, the result as a whole is very satisfactory, and I want to personally thank the entire sales force for getting into the field promptly, and for the splendid work which they have done, and which has made it possible for us to show such a very large increase over our first week of 1908. To those of you who have had a satisfactory week I will only say, keep it up, and to you who have been disappointed in your total for the first week's work, start out again determined to do better, for remember what others can accomplish you can do also.

"Now let's all pull together and make the second week even better than the first, and before the end of January roll up a total that will make our great January of 1908 look small by comparison.

"With best wishes for the success of every one of you, I am,

Yours very truly,

THEO. R. GERLACH."

There are one or two points in Mr. Gerlach's letter to which I wish to direct your especial attention. You will notice that there were several of his customers (I don't mean they were his customers before he got through with them) who said they would look, but would not buy, and yet he sold them. I wish that a num-

ber of the salesmen who report the nice things who do not buy, could have been present when he made the sale. However, the mere fact that he did make the sales under exactly the same conditions that you have to meet, and in which you lose out, ought to convince you that you can do it, too. There is no valid reason why any solvent business concern should put off buying 1910 calendars if they can find what they want, and you ought to be able to show them just what they want.

In some respects Mr. Gerlach's business his first week is the greatest week's work that has ever been accomplished in this line. There were no larger accounts, i. e., there were no five or ten hundred dollar orders. For the most part they were medium sized orders, at least for Mr. Gerlach, the average being less than $150.00 each. Last year when he had his big $6,000.00 week, part of it was secured in his home town, and part of the remainder was an order that amounted to over $1,000.00. All things considered, therefore, his last week's business, which was done in five days, stands as a record.

E. J. Barklow.

Some Good Orders.

While the list of good orders for the past week would not be published regularly until the next issue of the Review we are going to give you a list of some of the good orders that are now in the house, as we feel you will all be interested in knowing the subjects that are selling and the class of people that are buying these subjects. You of course, know that all of last week's orders have not yet reached us, particularly those coming from distant points, therefore we will not attempt to make this a complete list. We want to call your particular attention to the splendid sale on the Du Luxe mounts. Some of the best orders booked have been captured by this splendid line, and it will be to the interest of every man on the force to push the sale of these goods vigorously.

Mr. Albert received an order from a dealer in fruit and produce, amounting to $182.15, subjects sold being "Monarch of the Farmyard" in series M-20 and "Rocky Fords" in series M-9. Another good order of his was from a bank and it amounts to $144.50. The subject sold was that splendid one of Moran's "An English Fishing Village" in series M-7. Still another good order of Mr. Albert's was secured from a heating, plumbing and mill supply company. The subject that landed the order was "Alice" in De Luxe style D-31 and it amounts to $137.83. Another last year's subject secured a good order for Mr. Albert and that was "His Last Farewell," a lumber company having selected this subject in series M-3, the order amounting to $112.35. Mr. Beelman sold a laundry, "Autumn in the Tyrol" by Lambert series M-27, the order amounting to $100.00.

Mr. Considine secured a nice order from a glue company, the subject sold being Eleanor by Palm in two styles M8 mount and series 28 cardboard. The order amounts to $387.00. Mr. Carter landed a nice order from a bank, "The Sentinel" being the subject sold, in series M-7 and series 1 roll, the total was $200.50. We of course, have only received a small portion of Mr. Coleman's orders up to the time this goes to press. One of his early orders was secured from a business college, the subject selected by them being "An Island Princess" by Jennie Brownscombe, in series 26 cardboard and M-3 mount, the order amounts to $135.80. Another good order secured by him was from a plumbing company, the subject sold being "Tender Memories" by Roseland in series M-22 mount and series 2 roll, the order amounts to $163.50. Mr. Cies landed the first fairly good order for mailing cards that has come to the notice of the writer. He sold a milling company our Palm series and the order amounts to $184.70. Another order Mr. Cies secured was from a bank which calls for 1300 roll calendars, unfortunately he had to sell them an assortment of subjects, their selection being the following: "The Sentinel,"

"A Clear Title," "Contentment" and "Abraham Lincoln." Mr. Finley landed a splendid order from a knitting mill amounting in all to $581.00, he sold them "Lincoln in '61" in series M-4 and 10x20 inch season calendars. Another good order of Mr. Finley's was landed with our splendid subject "Alice" in De Luxe style D-6 which amounts to $383.25. Mr. Finley also sold a bank a season calendar size 8x14 in. and 250 plain business calendars. The subjects selected for the season calendar were "A Merry Christmas," "Violet," "Marion" and "Isabel" all by Palm, the order amounting to $454.50. Mr. Frank landed an order from a coal and builders' supply company the subject sold being "Safely Guarded." It amounts to $127.50. Mr. A. E. Gerlach landed a nice order with our splendid subject "Lincoln in '61." The concern he sold, by the way, is one who make a number of our color plates and their judgment in the selection of a calendar would necessarily be pretty good. The subject is to be put up in 15x24 in. mount and the order amounts to $203.25. Mr. Gerlach also sold a paper dealer 200 15x20 in. season calendars, the subjects to be used are "Alice." "Virginia," "A June Rose" and "Doris," the order amounts to $100.00. Mr. K. H. Gerlach's best order was taken from a bank, the subject selected was "Alice" in 15x20 in. De Luxe style D-6, the order amounts to $654.25. Another bank order he secured calls for "Virginia" in series M-6 and amounted to $486.00. We called your attention in last week's issue of the Review to the fact that these two splendid orders secured by Mr. Gerlach during his first day in the field was landed with the old subjects referred to. Still another nice order of Mr. K. H. Gerlach's was a bank order that calls for "Violet" in series M-16 and D-16 De Luxe which amounted to $238.00. Although Mr. T. R. Gerlach secured a splendid volume of business as reported in the special issue of the Review mailed you last Monday, upon receipt of his orders we fail to find any that were particularly large, which all goes to show that he certainly must have worked mighty hard to secure the splendid total of $3233.00. One nice order he landed was from a bank. The subject sold was "Dutch Fishing Boats" in De Luxe style, D-12 which amounted to $376.00. He also sold these people the original painting, which by the way is considered a fine piece of art.

Another good order he landed was a bank order amounting to $378.65. He sold these people 100 art books; 500 calendars in De Luxe style; 150 rolls and 1500 mounts, the subjects selected were "Twilight," "In the Marshes," "An Island Princess" and "For Milady." Still another nice bank order of Mr. Gerlach's calls for 1450 De Luxe style, 300 mount and 250 plain business calendars, total $375.78 and we want you to make note of the fact that two of the subjects that landed this order were "His Last Farewell" and "Virginia" in De Luxe style, they also used a few of "Autumn in the Tyrol" and "Beech Forest —Springtime." Mr. Gerlach sold still another bank "Dutch Fishing Boats" in De Luxe style series D-12. The order amounts to $252.75. There are a number of other good orders of Mr. Gerlach's which we will mention in the regular issue next week. Mr. Howe landed an order from a bank amounting to $135.00—the subject sold being "Beech Forest—Springtime" in De Luxe style series D-27. Mr. Lindsley sold a dealer in concrete builder's stone "Raising the First American Flag" in series 7 roll and M-7 mount, the order amounting to $115.60. Mr. McCully secured an order from a laundry for "Marion" in series M-16. It amounts to $123.50. Mr. Meyer sold a dealer in dry goods "Raising the First American Flag" in series M-27. The total was $140.50. Mr. McLaughlin sold a paint company "Isabel" in series D-28 and series M-16 the order amounting to $154.25. Another good order landed by Mr. McLaughlin was from a manufacturer of furniture, the subject sold them was "Mrs. Murrey's Strategy" in series M-2, at $148.50. Mr. Moore secured

a nice order from a bank who also controll a lumber company and who bought for both concerns, they used different subjects ,and the total order calls for 1050 De Luxe style, 500 11x22 in. hangers and 100 10x16 in. mounts, amounting in all to $210.32. E. L. Peyton took an order from a piano company "Autumn in the Tyrol" in series 3 roll and "The Heart of the Rockies" in series 20 roll. It amounts to $120.50. He also sold a coal dealer that splendid subject by Hirschberg "A Little Mimic" in series M-27. This order amounts to $120.00. Mr. Shimmin landed a nice order from a cotton oil company—the subject sold being "Marion" by Palm in series M-16, the total being $296.00. Mr. Saxon sold a brewery "A Golden Harvest" by English in series M-10 and "In the Marshes" by Rosseau in series 7 roll, the order amounting to $210.55. Mr. F. A. Smith landed a nice order from a general store. The subject that landed this order was that grand subject "His Last Farewell." The order figures $272.53. Mr. Ungerer landed a good order from a dairy with subject "Gull Rocks" in series M-6. This order amounts to $194.10. The best order received from Mr. Woodman up to date is one that he secured from a rubber tire works. He sold them "Doris" in De Luxe style, the order amounting to $210.00. As we intimated at the start of this article, this is a very incomplete list of the good orders, and if some of you salesmen find that you have secured a good order and it is not mentioned we do not want you to feel offended. The writer looked over a pile of orders received since our men entered the field and simply selected a few of the best ones to give you an idea of the subjects and styles that are selling. We know that there are some salesmen who do not like to show a subject that has been used the previous year, and in this connection we want to call particular attention to the splendid sale on the few of last year's subjects that we are again running. "Alice" has landed some of the best orders secured so far, "Virginia" is also selling very well. Several good orders have been secured for "His Last Farewell" and this also applies to that grand subject "The Edge of the Wood" by Moran. Probably the only last year's subject that we have carried over that has not received substantial recognition from the hands of buyers so far is "A Helping Hand" by Hirschberg and we have no fear but that this subject will sell very well before the season ends. We think that for some few weeks at least that it would be a very good plan for you to read most carefully the list of good orders and make notes in your hand book of the subjects that are selling best, this you can easily do on the index of subjects, page No. 245-6. It is the aim of every buyer to select a subject that has popular qualities, and we believe in pushing those subjects that appeal to the public, as your customer will be much better satisfied if he gets something that will please everyone. While of course, to a certain extent you have to allow a customer to decide on the subject he wants to use, buyers are naturally influenced somewhat by the opinion of the salesman, and it is up to you to sell each customer the subject that is going to do him the most good and prove the most popular. No more striking illustration of this could be given than the letter which Mr. Gerlach received from a bank customer, which we published in the issue of the Review under date of Dec. 31st. We are not going to publish the whole letter again, but simply call your attention to this paragraph as some of you may not have read it:

> "We are of the opinion that in selecting of a line of calendars that the advice and assistance of the salesmen to the customer is as essential as it is to carry a good line. We believe that much of our success in the calendar line is due to the advice which you have given us.
>
> I am glad to know that you have had a successful year and trust that the future holds greater success in store for you. With kind regards, etc."

A satisfied customer of this sort is pretty hard to pry loose, and we would suggest that every salesman make the same effort Mr. Gerlach does to hold his customers from year to year.

Frenzied Advertising

Something was said at the convention about some of the mean things our competitors have said about the G.-B. Company. You will all remember what the Dean of Calendar Salesmen said in regard to it. "Throw a stone into a pack of dogs, and you can always tell which one is hit by the howl it makes."

Mr. Finley says this remark was brought to his mind by seeing the fifth piece of advertising put out by the Osborne Company for this campaign. They are certainly frightened, and this applies to the Murphy Company as well. It is evident that there has been a dog, or possibly two dogs hit, and the howl they send up is pitiful indeed. Mere age or size is not enough to secure all the business. If it was. the G.-B. Company might as well shut down at once, for we frankly admit that we are not the oldest concern in the business, and we also admit that up to this time we are not the biggest. so far as volume of business is concerned, but time will give us age, and it won't take very much time to give us the business at the rate it is coming in, so don't you worry about the frantic advertising of the other fellows. Just think what it's costing them.

We believe advertising is a good thing, and we are doing a reasonable amount of it ourselves. In the first place, we have sent out typewritten letters under 2c postage, enclosing a brief statement of our case. This is followed by an annuoncement of our house calendars, which will be mailed next week. We also have a quantity of clippings from the Joliet Herald of Sunday, December 20th, in which they gave us such a nice write-up, which we will be glad to place in the hands of the salesmen to use to the best advantage. We are also sending copies of these to our best buyers.

We don't believe it is necessary to make frantic claims, in fact, we believe that a quiet, dignified statement from the G.-B. Company will gain us more friends and more business than if we try to imitate the frenzied actions of the companies referred to.

Here is what Mr. Finley says about the Osborne advertising matter:

"I sent you early this morning the fifth piece of advertising sent out by the O. Co. They are certainly hustling stuff into my territory and all the rest, I suppose. Well, I am using Mr. White's remark,—'If you throw a stone among a lot of dogs, the one who makes the biggest noise is the one hardest hit,' saying there is reason why this unusual agitation is going on. It is the fear of the G.-B. Co., for no one is wiser to their peril than the Osborne Co."

It does seem from the evidence at hand that the Osborne Co. is being hardest hit in the matter of good orders.

Comments by Salesmen.

Added to the evidence furnished by buyers who have compared the G.-B. line with other lines, is the opinion of the salesmen, who are really the best critics.

Here is a line from Mr. Bruce, who didn't attend the convention and therefore had to wait until the samples reached him. He says:

"Have not had time to check up samples yet for looking at and admiring them. I knew we had the finest line last year, but I think these are 50% finer. They are certainly the nicest I ever saw, and anyone wanting calendars should not fail to find something to please him.

Before the samples came I talked to practically all of my customers here and they are all pleased with the calendars we furnished them and told me to come around with my new samples after the first of the year."

Mr. Rowe was called home after three days work, so that his week doesn't show up quite as well as it might under other circumstances. Writing from his first town early in the week, he says:

"The G.-B. bell rang us into the ring in this town yesterday. The line is being received with applause. It will prove a great improvement over our last year's line and is a sure winner.

With the very pleasantest memories of the convention and the hospitality of the G.-B. officers, I am,

Sincerely,
E. M. Rowe."

Some Satisfied Customers

In the issue of the Review under date of Dec. 31st we published a number of letters received from customers, we of course could not begin to publish all the complimentary letters received at that time nor can we do so now. We however, are going to quote a few more letters recently received. As we stated previously we are a new company and a skeptical prospect could be convinced of our ability to deliver the goods by permitting him to read a few of these "boquets." One of Mr. Coulter's customers writes as follows:

"Enclosed please find Chicago Exchange in payment for calendars received as per enclosed bill, which please receipt and return. The calendars were highly satisfactory, and we have placed our order with your Mr. Coulter for 1910 calendars.

Very truly yours."

The subject sold these people was "A Winter Girl."

A bank in Wisconsin writes as follows:

"We are enclosing herewith our draft for $100.40 being amount of invoice for calendars. We have not checked out the calendars carefully, but we presume you will make good the count if any are short.

We are well pleased with the work, and are hoping that they will give satisfaction to our customers."

These people selected "The Pride of Kentucky" some in mount, and some in roll form.

A firm of sheet metal workers in Louisiana write as follows:

"Calendars received in good order and we like them very much,

Yours truly,"

The subject sold these people was "The Pride of Kentucky."

A real estate dealer in Oregon, who purchased "Edge of the Wood" in roll form and mount form, the order amounting to $74.90, writes as follows:

"We have received your shipment of calendars and they are very fine, and will no doubt be appreciated by the ones who receive them. Yours very truly."

A photographer in Wisconsin writes as follows:

"Enclosed find invoice and check in settlement of calendar bill, was too busy to send it in before. The calendars went fine. I have placed my order for 1910 calendars with one of our most respected young men of this city Mr. Edward McLaughlin, who, I am pleased to notice is one of your salesmen.

With best wishes for your future, I am,

Yours very truly."

A Chicago druggist writes as follows:

"Enclosed please find my check for enclosed statement. Your calendars are very satisfactory and are to say the least, as handsome as any I have ever had, and I have bought calendars for a number of years from some of the best known calendar houses.

Very respectfully."

The subject sold this gentleman was "In the Foyer."

A funeral director in Pennsylvania writes as follows:

"Am very much pleased with calendars and think they will command a very good place in the homes of those who receive them. Kindly send receipt for check.

With best wishes and compliments of the season, I am,

Yours very truly."

A Kansas grain, stock and merchantile company writes as follows:

"We enclose herewith our check No. 1163 in payment for art calendars. Were well pleased with them, respectfully yours."

Another concern in Kansas compliments us on the calendars, also Mr. Cies. They write as follows:

"Enclosed find check in payment of bill for calendars. They were very satisfactory, and quite a little is due your Mr. Cies for them being so.

Yours truly."

The amount of the order in this instance is small, but these people are evidently pleased with our goods, and Mr. Cies' method of

handling them, and we expect their order will be larger this year.

A dealer in general merchandise in Texas writes as follows:

"Well pleased with the calendars, best in town. Yours truly."

Boquets.

We are receiving a good many replies to the letters we mailed announcing our salesmen. Here is one from a concern in Milwaukee:

"We have not decided as yet in regard to our next year's wants, but we have thoroughly decided that if we buy any calendars it will not be until after we have inspected your line, and from the sample of your work which we have hanging in our office the past year, entitled "His Last Farewell," we venture to say that if we do not find anything in your line it will be because we do not want any calendars.

Wishing you a Happy and Prosperous New Year, we remain."

That sounds mighty good even if they don't buy calendars, and there are a lot of other people who feel pretty much as they do, only they don't all of them take the pains to express themselves.

Here is a letter from a firm of commission merchants in San Francisco, the subject they used being "Rocky Fords."

"We are receiving complimentary letters every day from all over the country because of the beauty of the calendar we got from you. It certainly is the handsomest thing that we have seen for many a day and seems to have hit everybody just right, especially those that are connected with our line of business."

Jumbo Samples

We are sending to your Sunday address samples of the Jumbo Hangers. Also, as far as they go, pictures of the salesmen. It will not be a bad idea to let your prospective customer know that we have a real sales force and the picture will serve as a good introduction in many cases. We are also sending you a number of copies of the page from the Joliet Herald of December 20th, which contains the illustrated write-up of our Company. Use these where they will do the most good among your better prospects. We are also sending a sample of "The Girl from the Golden West," which ought to be a big seller.

Ideal Heads on Cardboard

Complaint has been made that we don't have good enough ideal heads in our cardboard calendars. As a matter of fact, we don't expect to sell many cardboard calendars larger than the 8x14 size or some of the other panel shapes. At the same time. if a good customer will have nothing but an ideal head and wants it in size 11x14, we will undertake to furnish him either of the three fine heads "Alice," "Doris," or "A June Rose." For this purpose we have a plate that we can use for "Alice" which is not shown in the line, while we would use the plates shown in style 1805 and 1901 for "Doris" and "A June Rose." Bear this in mind.

Our De Luxe Calendars

The new art mounts shown in our De Luxe calendars have certainly made a hit. The majority of our best orders taken so far have been for De Luxe mounts. While our line of samples is extremely large, we would like to add a few more styles of De Luxe, in fact, we want to give the salesmen permission to make up practically any subject in the line in De Luxe style.

Until we have made further arrangements, therefore, you may sell any subject in the line which can be mounted in any of the following sizes and at the prices given.

Any subject that will make up in the 15x20 size, $250.00 per 1000.

Any subject that will make up in the 15x24 size, $300.00 per 1000.

Any subject that will make up in the 12x15 size, $175.00 per 1000.

Any subject that will make up in the 12x24 size, $275.00 per 1000.

We have tried "The Edge of the Wood" in the 15x20 oval and "His Last Farewell" in the same style and they make a fine appearance. "A June Rose" in the 15x24 style, oval, makes a splendid calendar. "In the Marshes" and the entire series of the same size plate will make up well in the 15x20 square. Mr. T. R. Gerlach has sold two fine orders of "Dutch Fishing Boats" made up in the 15x20 upright square. Any of the 12x15 mounts can be made up in the 12x15 De Luxe to advantage.

Now, don't wait for samples, but go ahead and sell the De Luxe in any of the styles at the prices quoted. For your information we

give the following additional charges to be made for smaller quantities than one thousand and discounts in quantities over one thousand.

ADDITIONS.

100—30%
150—25%
200—20%
250—15%
300—10%
500— 5%

DISCOUNTS.

1500— 3%
2000— 5%
3000—10%
4000—12½%
5000—15%
10000—25%

Make it even money wherever it is possible. In the case of a large order. if you cannot close it without showing an actual sample of the particular subject, write us and we will have one made up at the earliest possible moment.

Names for Advertising Record.

Don't send in the names of cheap concerns or concerns that are not rated, unless you know them to be finanacially responsible. We can't send house calendars to people not rated ,nor do we want their names on the record. Of course, there are exceptions to this rule, for instance, insurance companies, real estate dealers, etc., are not rated, but usually are responsible. There is also another class of people whose names we do not want on the record, and that is concerns who have been using cheap calendars for years but will not buy high grade calendars. Of course, if you can get their order we shall be glad to put them on the advertising list. As an example, we might call attention to a memo that came in the other day from a salesman who has been selling calendars for some years. It referred to a concern who had been buying jobbers calendars for years, and requested us to put their name on the advertising record and went on to say that they might buy from us later. Now we would not consider it policy to put this name on the record. If this party had any intention of buying a better grade of calendar it seems as though the salesman could have sold them when on the ground. The mere fact that a concern uses calendars of some nature does not mean that their name should go on our advertising record. Our record is rapidly growing and of course will increase every year and we want only the names of the first class concerns, who are likely to become our customers, or at least who are using high grade calendars. If they are users of high grade calendars, we of course shall be glad to send them such advertising matter as we get out and take our chances on landing their orders on the merits of our line. Please be careful as regards the class of names you send in.

Importance of Route Cards

On Monday of this week we decided to issue a special edition of the Review to let you know the result of our first week's work. We felt that by doing so you would be better equipped for your work, that it would give you enthusiasm and confidence to know that we had doubled our first week of last year, when we did a mighty good business. There were some of you, however, who will not receive the special edition of the Review until the end of the week, if you do even then. The reason is simple. You failed to furnish us with your route card, so that we could reach you at the earliest possible moment. Furthermore, we are constantly receiving inquiries from prospective customers all over the country. If we know where to reach you, we can save you time and money and an occasional good order, therefore, make it a point to keep us posted all the time and under no cricumstances fail to let us know where you are going to be the next Sunday.

Other House Calendars

We now have hanging in our private gallery the house calendar of The Murphy Company and that of B. & B. We are still short of that of The Osborne Company. The Frederickson Company, Whitehead & Hoag, Woodward & Tiernan and a great horde of other calendar houses. So far as we have seen, we think we will not need to be ashamed when our house calendar goes out. We have also received nearly all of the specimens of the Osborne advertising that they have put out, but would like to see specimens of advertising put out by other houses as well.

G.-B. Calendars vs. Other Calendars

Although we have been in the field only a short time, we have been working long enough to come in direct competition with our principal competitors. So far we have a record of only one order being lost in straight competition, and, of course, we can't expect to always win even with our superb line.

Here are several testimonials:

Mr. Ungerer in reporting one day's business says:

"In today's doings B. & B. lose one customer, as do Murphy."

Mr. W. A. McDonald (if you don't know who this is, we might describe him as "Big McDonald") secured his first order from a bank amounting to about $100.00. Although he is a new man, and the customer had seen the Osborne line several days earlier, he however decided that the G.-B. line was far superior in fact, so well pleased was he that he put Mr. McDonald in touch with what may develop into a big order.

Mr. Albert, in sending in a nice order, says:

"This order was taken in keenest competition with Osborne, Murphy and B. & B. I lost one fairly good order to B. & B. on account of not having a satisfactory ideal head in the 11x14 cardboard. A good order will be decided tomorrow between B. & B. and the G.-B. Company with chances equal. Neither Osborne or Murphy are in it, though both have fought desperately."

While he hasn't said so, as Mr. Albert has secured several other nice orders during the week, we assume that he won out.

Mr. K. H. Gerlach's first order, the one amounting to over $600.00, was secured in direct competition with B. & B., and in spite of the fact that the B. & B. salesman was an old friend from whom they had been buying for years. They simply couldn't withstand "Alice" in the De Luxe mount. Furthermore, Mr. Gerlach secured a good bank order in competition with Wolf, the lithograph house. Although this bank has been buying the Wolf kind of stuff for years, he was able to convince them that G.-B. calendars were better.

Take the foregoing in connection with Mr. T. R. Gerlach's experience and you ought to be supplied with sufficient evidence to thoroughly convince you that you need absolutely fear no competition whatever. Just bear this in mind when someone tries to convince you that the G.-B. line isn't all that it should be.

Tieing Up Artists

In the frenzied advertisements sent out by the Osborne Co. they make a strong point of the fact that certain artists, the reproductions of whose work they show, are painting exclusively for the Osborne Co., that is to say, no one else will be permitted to use the work of these artists as calendars. In fact, when the writer first considered the matter of becoming associated with this Company, one of the strongest arguments brought to bear was that there was a deal on foot which in the course of a few months would make it pratically impossible for a new Company to make any real headway. This deal, it developed, was the tieing up of calendar artists.

How utterly absurd such a proposition is seems to have escaped the attention of our frenzied friends. The very first piece of advertising they put out this season, the one sent out from their convention, bearing a picture supposed to have been taken from their New York office, contains the information that they are located in the artistic center of the continent; that there are 5,000 artists in the City of New York alone. How utterly absurd it must seem to an ordinary person to think of tieing up all the good artists out of a total of 5,000 whereas some of the very best artists in the country do not live in New York City.

As a matter of fact, every time an artist is tied up to the Osborne Co., another artist appears to take his place. Furthermore, we would rather not have our line like that of any other calendar line. We do not want to show too great a similarity. We want our line to be distinctive and we think you will all agree that it is, so don't let this tieing up of artists worry you for a minute.

NEWS FROM THE FIELD

Mr. Finley Lands a Splendid Order Against Strong Competition.

In the list of good orders published elsewhere we referred to a good order landed by Mr. Finley from a knitting mill, the order amounts to $581.00. He sold them "Lincoln In '61" M-4 and a four sheet season calendar 10x20 in. In referring to this as a season calendar do not get the idea that it is a regular although it can be made up on any good order. The make-up is similar to the 15x20 in. season calendar which we displayed at the convention, and when Mr. Finley was here he was figuring on something for these people and asked for an estimate on making up the same style of a calendar in 10x20 in., using the Palm subjects "A Merry Christmas," "Violet," "Marion" and "Isabel." When sending in this order Mr. Finley writes in part as follows:

> "The order was taken after a thorough inspection of both the Osborne and Murphy lines, and with both representatives in town awaiting the decision."
>
> C. A. FINLEY.

Mr. Albert Downs Competition with Two of Last Year's Subjects.

Mr. Albert in sending in his report for orders taken on the 29th, amounting to $250.00, writes as follows:

> "The Osborne and B. & B. men competed with me for both the enclosed orders. Many larger buyers are looking at all the lines before deciding, but the good old G.-B. Co. will fill about 99.9% of the orders.
>
> (Signed) J. B. ALBERT."

Mr. Albert certainly takes an optimistic view of the situation, and we want to say we will be content with considerably less than the percentage he refers to. The most interesting part however, of these victories is the fact that both orders were landed with subjects we ran last year. One order amounting to $112.35 calls for "His Last Farewell" in series M-3. The other order amounting to $137.83 was secured from a heating, plumbing and mill supply company, calls for "Alice" in De Luxe style D-31. We neglected to state that the first order mentioned was secured from a lumber company.

"Virginia" Lands an Order for Mr. Osmun.

In the following letter Mr. Osmun refers to "Virginia" as "the premium of the line," with which he sold a bill of calendars to a concern, who had concluded not to buy calendars for 1910. His letter follows:

> "Mr. B—— has been an Osborne customer for some years, he is a perfect gentleman and a good judge of advertising. I waited at his office a long while, when he came in he said "Mr. Osmun glad to see you but no calendars this year." I enclose his order for what I think is the premium of the line."
>
> (Signed) A. M. OSMUN.

F. A. Smith Sells an Old Osborne Customer

Accompanying an order which Mr. F. A. Smith landed the first day in the field was the following letter:

> This party I sold the Osborne line to last year, and he thought I was still selling that line. After I had his order written up he said "This is the finest line the Osborne Company have ever shown here." I then told him whose line it was, and that he was not buying Osborne's name, but rather G.-B. calendars.
>
> Respectfully yours,
>
> F. A. SMITH.